The Villages Art League Newsletter

June 1, 2013

Volume 4 Issue 6

A MESSAGE FROM OUR PRESIDENT
Catherine Sullivan

Hello Everyone:

One month and counting! Our Summer Art Festival is just around the corner and we still have lots to do. Our publicity Chair, Lee Asta has been very busy and our Show Chair, Nan Kohr is working very hard to make this show a great success.

Nan can certainly use your help. When you volunteer as a greeter or monitor, you can still enjoy the show. It's fun!

Thanks to the VAL members who attended the Power Point presentation for The VAL New Reality Exhibit.

This Judged Exhibit will hang at La Galleria from September7 thru December 7, 2013.

Your attendance was appreciated and your questions were very important. I hope we were able to answer them all. If you were unable to attend or if you have additional concerns, please feel free to contact me.

Enjoy your Summer and be creative every day!

~Catherine Sullivan
President

Inside this issue:

June. Artist of the Month	2
Life-Long Learning College Schedule	3
Summer Art Festival Update	3
Calendar for June.	4
AHA Workshop	4
Clubs & Workshops in the Villages	4
Tips for Artists	5
Bank Exhibits	6
Potpourri	6
Membership Information	6
Executive Committee	6

PROGRAM FOR JUNE MEETING—CAROL BASSO

Carol Basso will be giving the demo for the June VAL meeting. She will be doing her take on a MONET for the VAL painting like the Masters.

Carol originally from Grand Ledge, now lives in the Villages. She is a self-taught artist, and has brought her artistic talent to others through teaching her art students for over thirty years. The process of creating her artwork continues to develop as she studies under David Leffel, Robert Johnson and Cheri Christian.

Carol's passion is fine art with a feel for realism. Oils on canvas are her first choice, although she paints fluently in other mediums. Her inspirations may come from a delicate rose, a cow in a pasture or a historic landscape. Her canvases lean towards the old masters; dark values, warmth, intimacy, romance and family. Her love is in teaching and her strength is in color.

If you have any questions, please contact Phyllis Speicher at (352) 391-5967

VAL WORKSHOP SCHEDULE

Monday—9 AM to 12 Noon

Fox Glove Room, Saddlebrook Recreation Center

Thursday—1 PM to 5 PM

Arts & Crafts Room, Mulberry Recreation Center

Saturday—8:30 AM to 11:00 AM

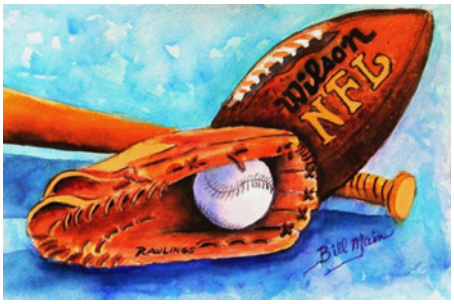
Charlie Chaplin Room, Paradise Recreation Center

Artists Bio: Bill Main
"Watercolor Artist"

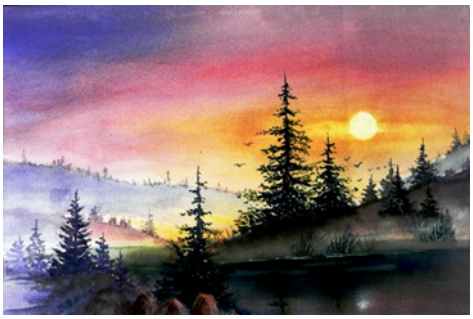
After four years of art in high school in Youngstown, Ohio, my teacher suggested that I should consider a career in art. Financial concerns and a desire to travel lead me to join the Navy for 4 years. I became a draftsman in the Navy, later a designer with an office furniture company, and finally a draftsman/designer in Engine Design at Ford Motor Company in Dearborn, Michigan. While my career did include mechanical drawing, family responsibilities, the passing of my first wife, and raising our four sons kept art on the back burner.

Several years before retirement, my second wife (MaryAnn) began encouraging me to pick-up some relaxing hobbies and bought me some art supplies for Christmas. I wanted to get back into painting, but it had been many years and I felt "rusty".

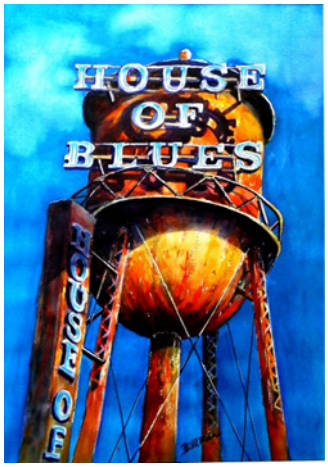
Shortly after moving to "The Villages" in 2005, I joined the Wet-n-Wild Watercolor group. They are a nice group of people, and the weekly meetings provided me a wonderful opportunity to learn. I'm very grateful for all their help. I'm an active member of The VAL, VAA, Wet-n-Wild Watercolors, and the Hibiscus Watercolor group.



I've had the privilege of winning many awards, as well as taking art classes through the Life Long Learning College from some professional artists such as; Sterling Edwards, Mark Polomchak, Karlyn Holman and Joe Miller of Cheap Joe's art stuff.



I'm always looking for ways to improve my art skills. I like the creativity, but best of all, I'm having so much FUN!



LIFE LONG LEARNING COLLEGE (LLLC) WORKSHOPS
THE VILLAGES—2013

FALL ART WORKSHOPS

Dates to put on your calendar:

- ***Oct 3-4-5 Linda Lucus Watercolor"***
  "Bringing Fresh Flowers to life with Vibrant Colors"

- ***Oct 10-11 Carlynne Hershberger***
  Color Pencil "Landscapes"

- ***Oct 28-29-30 Steve Rogers Watercolor***
  "Painting Light and Color in Watercolor"

Questions call Beverly Hennessy 352-753-1383

To register call The Lifelong Learning College at 352-753-3035

You can check out the webpage at:

www.thevillagesartworkshops.com for class description and supply list

Update on our Summer Art Festival-Monet's Garden

Exciting News:

*We have been in contact with The Appleton Museum and they have graciously agreed to lend us their Monet Bridge for the **VAL Summer Art Festival** at Lake Miona to beheld Saturday, July 13, 2013. The Bridge will truly enhance our show theme and we can't thank the Appleton enough.*

*We can, however, show our appreciation by visiting the Appleton which is an amazing "little gem" located in Ocala, just a short distance from the Villages. Why not participate in their Education Department's **Drawing in the Gallery Program** which is held on the first Thursday of each month from 3-5pm. Bring your own pencil and sketch book—they will provide the stool! If you are a member of the Appleton, admission is free. If not a member, admission is only $4 for Seniors. Go early and spend the day viewing the museum—it is truly a wonderful experience.. There is **After Hours** with refreshments and entertainment on most first Thursdays and you can check the date to see if **After Hours** follows.*

Don't' forget to wear your Village Art League ID Badge as an introduction.

For further information, contact Mary Moore at 352-291-4455, ext. 1613 or call me. I try to be there every first Thursday for the program and I would love to have you join me.

Catherine Sullivan
Village Art League President

JUNE 2013 CALENDAR OF EVENTS

- June 3 VAL Meeting 9 am at Saddlebrook
- June 12 AHA (Artists Helping Artists) Workshop 12:30 SeaBreeze
- June 24 ***Deadline -VAL Newsletter 5PM***
- The VAA will resume meetings in September

AHA WORKSHOP– WED. JUNE 12 —SEABREEZE RECREATION CENTER

Marge McQuestin - Watercolor and Torn Paper Painting

Marge is excited to share with you the technique of creating beautiful images with torn papers, a technique that she learned in a workshop with Elizabeth St. Hilaire Nelson. Once the papers are torn and painted they are used to create beautiful paintings. She will be demonstrating for us how to tear paper into pieces and then paint them with watered down acrylic paint. The object is not for you to leave the AHA presentation with a finished project, but to be well informed and stimulated with ideas as to how and when to use this technique.

If you wish to learn the technique to completion, bring a simple image of a piece of fruit, a flower, which you have painted on a small hard surface such as canvas board, Masonite, 300 lb. paper or mat board. Regular canvas will not work since it is too flexible. Paint this image with acrylics getting some different colors painted into the background. Keep it rough and loose; don't worry about details. As an alternative, bring an old or failed paint project to collage over for a new look.

A $2.00 donation will be accepted at the door, which goes to our featured artist to cover any expenses that they will incur with their demonstration. Open group (non-membership)

CLUBS AND GROUPS WITH WORKSHOPS OPEN TO ALL VILLAGES RESIDENTS

Pen and Ink Workshops—share the same time and place with the Colored Pencil Workshops at Laurel Manor, the 1st and 3rd Mondays of each month from 9-11 am

Sketching Made Easy—held on Sats. At 9 am at Saddlebrook Rec. Center.

Figure Drawing Workshop—Meets every Friday of the month at 9:30am at the Pimlico Rec. Center

Fine Arts Painting—meets 1-3pm each Tues. at Paradise Center

The Art Studio—meets every Thurs. 9-noon at Colony Cottage. Contact Judi Adams 350-6579

Playing With Watercolors—Hibiscus Rec. Center each Thurs. 1:00pm.

Wet 'N Wild Watercolors Group—Saddlebrook Rec. Center each Sat. 12:00noon.

Splash With Us—a transparent watercolor class meets Wednesdays 9:30-12 at Colony Cottage and every Monday except the first Monday of the month - 1:30-3:30. Call Julie McGlone at 750-1068 or e-mail: mcglone72@hotmail.com to register

The VAA Oil Painters—meets the 1st and 3rd (and sometimes 5th) Wed. of the month, at Mulberry Rec. Center 12:30 to 3pm. Bring your own paints and painting to work on.. Roger Sherman will assist and instruct.

Colored Pencil Workshop - meets the 1st and 3rd Mondays of each month at Laurel Manor from 9 - 11 am with Nan Klein instructing. At Lake Miona, workshop will meet the 4th Wednesday from 9:30 - 11:30 am with Dorée Voychick and Jan Jones.

Fun With Watercolors Class—meets 9-11:20 every Monday, except the first Monday of every month, at SeaBreeze Recreation Center. Contact Rebecca Schwartz 352-633-3887

Acrylic Painting – meets 9-11:30 every Thursday, except the first Thursday of every month, at SeaBreeze Recreation Center. Contact Rebecca Schwartz 633-3887, e-mail: Rebecca@schwartzusa.net

The Jump Start Artists' Group and The Drawing Den– meets every Mon. from Noon to 3pm at SeaBreeze Rec. Center, in the Neptune Beach Room. All skill levels and media accepted. Refer to Frank Zampardi 352-753-8770.

Sell Yourself

Make your business cards, brochures, postcards and letterhead stand out in the crowd. • **By Geoffrey Gorman**

Well-designed and informative marketing materials are one of the best promotional tools to have on hand when you're trying to sell your artwork. If done effectively, they'll assist you in getting more sales, attracting new buyers and getting greater exposure for your artwork. Because there are thousands of artists competing against you in the job market, your promotional material has to say a great deal about your unique abilities. It should communicate not only that you're an artist, but also that you're professional, serious and someone who's good to work with.

Start With Your Goals

Before creating any business cards, brochures or fliers you should first identify and list the goals you want to achieve with these marketing materials. Your objectives need to be as clear and focused as possible, and could be as simple as wanting to impress galleries with your professionalism and talent, attract new clients or get published in your local newspaper.

You should also devise another set of goals that determines what type of marketing materials will best suit your needs. Some goals might be to design a logo, create a consistent look for all your marketing material, work within a budget, or research and create effective marketing material for your audience.

For example, if you're going to sell your work at art shows and fairs, you should have a variety of marketing supplies, including a business card, guest book for addresses, a comprehensive brochure about your work and an artist's statement ready to give out. If you're trying to get a gallery to represent your work, it's better to have a professional portfolio that you can leave behind for further review. Once you've decided what need or needs your promotional materials should fulfill, it'll be much easier to make decisions about the content and design of these items.

Dealing Cards

Good business cards come in a variety of styles, from Frank Francese's classic, one-sided card (above, right) to Anita Louise West's elaborate four-sided card (below, left).

MEMBERSHIP
WELCOME NEW MEMBERS

Membership dues are still $10 and apply from January to December, 2013 regardless of when you join.

If you are not receiving your VAL Monthly Newsletter or e-mails from the VAL, please check with Leda Rabenold, Membership Chair

Reminder: ***Please remember to wear your VAL Membership badge to our monthly meetings. It's so much nicer to be recognized by name!***

IMPORTANT!

If you have Embarq mail, or thevillages.net, please add the following to your address book:

Villagesartleague@gmail.com

This will enable you to receive the VAL Monthly Newsletter and e-mails from the Villages Art League. Thank you

POTPOURRI

Blood Bank

We need a co-chair to assist Freddie on the first Tuesday, every third month to organize the hanging and removal of art on display at the Central Florida Blood Bank located at Spanish Plains Shopping Center (next to Publix –formerly Albertsons).

Wear a smile and you are in free!
Call 'Freddie'at 259-2577

DON'T FORGET TO CHECK OUT OUR VALWEBSITE AT:
WWW.THEVILLAGESARTLEAGUE.ORG

VAL is now on Facebook!

To join in, go to ***Facebook.com***, then Search for: ***The Villages Art League Group***

Executive Committee:

President:	*Catherine Sullivan*	*259-4308*
Vice President	*Rebecca Schwartz*	*633-3887*
Secretary:	*Freddie Venturoni*	*259-2577*
Treasurer:	*Gail Parker*	*751-0200*

Committee Chairs:

Artist of the Month	*Arrachme*	*828-230-6613*
Program:	*Phyllis Speicher*	*391-5967*
Summer Art Festival	*Nan Kohr*	*350-2217*
Sunshine:	*Charlie Clayton*	*750-4110*
Refreshments:	*Judy Kimmel*	*259-5781*
Publicity:	*Janice Barlow*	*751-6910*
&	*Jay Summers*	*350-2116*
Historian	*Joal Litavsky*	*259-0459*
E-Mail:	*Bonnie Canning*	*259-9553*
Membership:	*Leda Rabenold*	*259-1918*
50/50 Raffles	*Shirley Jerez*	*250-4751*
Door Prizes	*Vivian Chaska*	*750-5367*

Newsletter Editor:
Catherine Sullivan ***villagesartleague@gmail.com***

Webmaster:
MaryAnn Main ***www.thevillagesartleague.org***

VAL BANK EXHIBITS:
On Display for June:
- ***Citizens Bank on 466 - Bev Hennessy***
- ***Citizens Bank on 441 - Leda Rabenold***

Contact: ***Diane Andrus*** ***751-4824—for 466***
Catherine Sullivan ***259-4308—for 441***

A SPECIAL THANK YOU TO LAINA SCHMIDEL AND LOLI LARSON FOR THE WONDERFUL REFRESHMENTS FOR OUR JUNE MEETING